

DATE: November 29, 2011

MEMO CODE: TA 02-2012

SUBJECT: Child Nutrition (CN) Labeling Program Reminders

TO: Child Nutrition Programs

The Food and Nutrition Service (FNS) would like to remind school food authorities and other program operators that the CN Labeling Program is limited to entrée items and 50-percent juice drinks and juice drink products.

Because of an increase in requests for CN Labels for bakery and fruit/vegetable products such as cookies and 100-percent fruit/vegetable purees and juices that are not intended for the CN Labeling Program, it is important to remind school food authorities and other program operators that the CN Labeling Program is limited to the following two food categories:

- Main dish products which contribute a minimum of 0.5 ounces equivalent meat/meat alternate toward meal pattern requirements. Examples of these products include but are not limited to beef patties, cheese or meat pizzas, meat or cheese and bean burritos, egg rolls, and breaded fish portions.
- Juice drink and juice drink products which contain at least 50 percent full-strength juice by volume. This includes such products as grape drink, fruit punch, and juice bars.

Also as a reminder, manufacturers are not authorized, under any circumstances, to place the CN Logo and contribution statement on fact sheets or any other product information. Manufacturers are only authorized to use and distribute the CN Label on actual product manufactured following a Federally - Approved Quality Control Program. For information about requesting copies of federally inspected product labels from manufactures during the bidding process, please visit:

http://www.fns.usda.gov/cnd/cnlabeling/copying_labels.htm.

Questions you receive about the CN Labeling Program can be directed to the USDA Agricultural Marketing Service - CN Labeling Program Operations Office at CNLabeling@ams.usda.gov or by calling 202-720-9939.